

Table Tent and Insert Creative Brief

Table Tent Assignment

Develop a table tent for use at clubs/bars to excite consumers about the Woman Thing Music program and encourage them to vote for their favorite local band. Table tent will include a pocket to hold inserts with local band performance information.

Table Tent Communications

Dimensions: 5 1/2" Tall

6" Wide (at base)

3 1/4" wide (at top)

- Table tents will be generic (non-market specific) for use at all clubs/bars
- Develop a one line statement about the Woman Thing Music program.
- Develop copy to motivate consumers to vote for their favorite band
- Must be 21 years of age or older to vote.
- Develop copy to have consumers take an insert to find out where the local bands are playing.

• *song copy - in pocket*
• *How to vote - at this club*

Table Tent Insert Communications

Dimensions: 4" x 4" (Unfolded)
2" x 4" (Folded)

- Inserts will be market specific - *info, TBT forwarded Jan, bands, locations, dates, times*
- Develop copy to have consumers look for local bands at local clubs
- List band names, club names, addresses and phone number, band appearance dates *(append)*
- Develop copy to motivate consumer to vote for local band at any of the listed locations *we understand this will be best*
- Must be 21 years of age or older to vote.
- Develop copy to have consumer look for the winning local band who will perform with Martha Byrne on X date at X venue, *make*
recently discovered, 1st artist

Preferred layout - front/back, inside
** can submit others*

October 15, 1996
12:53 PM

2071655700

Poster Creative Brief

Poster Assignment

- Develop a poster to be hung in clubs/bars that encourages consumers to vote for their favorite local band.

• *how + where vote*

*encourage attend
event band
? incentives
band*

Poster (Voting) Communications

- Dimensions: 20" x 30"
- Develop witty copy that encourages consumers to vote for their favorite local female band
- Anyone 21 years of age or older may vote
- List club names, addresses and phone numbers, band names and appearance dates, and Martha Byrne showcase date and location.

music + no music venues

mission statement

October 15, 1996
12:53 PM

2071655701

T-Shirt Design Creative Brief

T-Shirt Design Assignment

Develop a fun, hip t-shirt to be used as giveaways to adult smokers, age 21 years of age and older, at Woman Thing Music bar nights.

Executorial Considerations

- Will be using black T-Shirts
- We have the option of using a pocketed or non-pocketed T-Shirt. Decision on pocket will be based on Leo Burnett's creative design for the T-Shirt.
- logo on front
- sample of t-shirt to be forwarded
- size = XL

October 15, 1996
12:53 PM

2071655702